



**News Release  
Immediate distribution**

## **EDOUARD LE MARIÉ JOINS THE BOARD OF DIRECTORS OF ELODA**

**Montreal, December 3, 2008** – Eloda Corporation (“**Eloda**” or the “**Company**”) (TSX-V: ELA) is pleased to announce that Mr. Edouard F. le Marié has been nominated as director of the Board of the Company.

“ We are extremely proud to welcome Mr. le Marié to the Board. He brings broad experience in finance as well as mergers and acquisitions with major american institutions, which constitutes precious support for Eloda,” said Bernard Allaire, Chairman of the Board of Eloda.

Mr. le Marié has extensive experience in Investment Banking and Mergers & Acquisitions. Recently, Mr. le Marié worked as Managing Director, Investment Banking at Sema Limited in Hong Kong. Prior to this, he was President and CEO of Investment Banking for ELM Securities, New York and ELM Partners, Paris. Earlier in his career, Mr. le Marié held various senior positions in M&A, namely in the early ‘80s at EF Hutton & Co where he initiated and transacted the two largest transactions in history at the time. At Smith Barney, he initiated and closed the first successful Tender Offer in the history of the NYSE to successfully complete at a price lower than the 26 week’s average.

### **About Eloda Corporation**

Eloda Corporation (TSX-V:ELA) is a third party providing a suite of innovative, effective and user-friendly measurement and validation tools for the advertising industry. The company is headquartered in Montreal, with an office in New York City. For more information, visit [www.eloda.com](http://www.eloda.com).

*The TSX Venture Exchange does not accept responsibility for the adequacy or accuracy of this release.*

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